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AMENDMENTS TO THE CLAIMS

1. (Currently amended)In a network, a method, comprising the steps of:

receiving a user request to access information regarding a semantic value associated with a hyperlink at a redirection facility, said redirection facility being an intermediary performing redirection of said request and having more than one possible target profile for each request;

identifying a user-supplied preference regarding which service provider to use to service the request; and

directing the request from the redirection facility to a user for forwarding to a service provider for servicing of the request, said request modified based on the user-supplied preference.

2. (Original)The method of claim 1, further comprising the steps of receiving a communication holding information about the user and using this information to identify the user preference.

3. (Original) The method of claim 2, wherein the communication comprises a cookie.

4. (Previously amended) The method of claim 1, wherein the redirection facility has access to a database holding data regarding preferences of users and wherein the step of identifying the user preference further comprises accessing the database to access the data.

5. (Original)The method of claim 1, wherein the method further comprises the steps of:

wherein the service provider fails to fully service the request, identifying a second service provider to use to service the request and directing the request from the redirection facility to the second service provider to service the request.

6. (Currently amended) In an environment having a redirection facility, a method, comprising the steps of:

receiving a user request to access information regarding a semantic value associated with a hyperlink at the redirection facility;

identifying a user-supplied preference regarding which service provider to use to service the request;

directing the request from the redirection facility to the user for forwarding to a service provider for servicing of the request, said request modified based on the user-supplied preference;

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identifying a second service provider to use to service the request and directing the request from the redirection facility to the user to for forwarding to the second service provider for servicing of the request when the service provider fails to fully service the request, and

identifying the service provider that failed to fully service the request at the redirection facility before the direction of the request to the user for forwarding to the second service provider.

7. (Cancelled)

8. (Cancelled)

9. (Currently Amended)In an electronic device, a method, comprising the steps of:

receiving user-supplied information regarding a user and link information regarding a hyperlink to be resolved to a resource in response to the user selecting the hyperlink, said user-supplied information received with a redirection facility, said redirection facility being an intermediary performing redirection of said request and having more than one possible target profile for each request;

identifying a resolution service to employ to resolve the hyperlink based on the user-supplied information; and

forwarding at least some of the link information via said requesting user to the identified resolution service for resolution of the hyperlink.

10. (Original) The method of claim 9, wherein the step of receiving user information comprises receiving a cookie.

11. (Original) The method of claim 9, wherein the step of identifying the resolution service comprises accessing data regarding services available to the user and identifying the resolution service based on services available to the user.

12. (Original) The method of claim 9, wherein the electronic device is a computer system.

13. (Original) The method of claim 9, wherein the step of identifying a resolution service comprises soliciting input from the user.

14. (Cancelled)

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15. (Original) The method of claim 13, wherein the soliciting includes soliciting for identification of subscription services to which the user subscribes.

16.   The method of claim 9, wherein the method further comprises the steps of:
        where the resolution service fails to return content to the user, identifying a second resolution service to employ to resolve the hyperlink and forwarding at least some of the link information to the second resolution service for resolution of the hyperlink.

17. (Currently amended) In an electronic device, a method, comprising the steps of:
        receiving user-supplied information regarding a user and link information regarding a hyperlink to be resolved to a resource in response to the user selecting the hyperlink;
        identifying a resolution service to employ to resolve the hyperlink based on the user-supplied information;
        forwarding at least some of the link information via the user to the identified resolution service for resolution of the hyperlink.
        identifying a second resolution service to employ to resolve the hyperlink and forwarding at least some of the link information via the user to the second resolution service for resolution of the hyperlink where the resolution service fails to return content to the user, and identifying the resolution service that failed to return content to the user before the forwarding step.

18. (Previously amended) The method of claim 9, wherein said resource includes content which is divisible into genres and wherein the hyperlink contains information regarding to which of the genres the hyperlink is to be resolved.

19. (Currently amended)In a network, a medium holding computer-executables steps for a method, said method comprising the steps of:
        receiving a user request to access information regarding a semantic value associated with a hyperlink at a redirection server, said redirection server being an intermediary performing redirection of said request and having more than one possible target profile for each request;
        identifying a user-supplied preference regarding which service provider to use to how to service the request; and
        directing the request from the redirection server via the user to a service provider for servicing the request based on the user-supplied preference.

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20. (Original) The medium of claim 19, wherein the method further comprises the steps of receiving a communication holding information about the user and using this information to identify the user preference.

21. (Original) The medium of claim 20, wherein the communication comprises a cookie.

22. (Currently amended)In a network, a medium holding computer-executable steps for a method, said method comprising the steps of:

receiving user-supplied information regarding a user and link information regarding a hyperlink to be resolved to a resource in response to the user selecting the hyperlink, said user-supplied information received with a redirection facility, said redirection facility being an intermediary performing redirection of said request and having more than one possible target profile for each request;

identifying a resolution service to employ to resolve the hyperlink based on the user information; and

forwarding at least some of the link information to the user for forwarding to the identified resolution service for resolution of the hyperlink.

23. (Original) The medium of claim 22, wherein the step of receiving user information comprises receiving a cookie.

24. (Original) The medium of claim 22, wherein the step of identifying the resolution service comprises accessing data regarding services available to the user and identifying the resolution service based on services available to the user.

25. (Previously amended) A computer-readable medium for use in a computer system and holding computer-executable instructions for performing a method, comprising the steps of:

receiving a request for a resource, said request originating from a user selecting a hyperlink and said request being modified and redirected to the computer system via the user by an intermediary, said intermediary having more than one possible target profile for each request having information used to resolve the hyperlink;

translating the request into a format that is acceptable to the computer system; and

servicing the request as translated by returning a resource to the user.

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26. (Original) The computer-readable medium of claim 25, wherein the step of servicing the request comprises returning a web page to the user.

27. (Previously amended) In an environment having a redirection facility for redirecting a selected request from a requestor for a given resource to a service provider, a method of advertising, comprising:

       receiving the selected request at the redirection facility, said request being a user request to access information regarding a semantic value associated with a hyperlink, said redirection facility being an intermediary performing redirection of said request and having more than one possible target profile having information used to resolve each request;

       examining a criterion at the redirection facility;

       determining whether to present an advertisement to the requestor based on the examined criterion.

28. (Original) The method of claim 27, wherein the requestor is a user of a computer system.

29. (Original) The method of claim 27, wherein the method further comprises the step of presenting an advertisement to the requestor.

30. (Original) The method of claim 29, wherein the step of presenting an advertisement comprises sending video content over a network from the redirection facility.

31. (Original) The method of claim 30, wherein the step of sending video content comprises sending a web page with an advertisement from the redirection facility to the requestor.

32. (Original) The method of claim 27, wherein the criterion is a random criterion so that the determining is based on a random event.

33. (Original) The method of claim 27, wherein the criterion is when the requestor last received a previous advertisement from the redirection facility.

34. (Original) The method of claim 27, wherein the criterion is how many requests for resources from the requestor have been received at the redirection facility.

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